

THAT WHICH IS CLAIMED IS:

1. A method of doing business in an optometric clinic comprising the steps of:

- a) providing an information holder to a patient in a clinic visit;
- b) providing tangible information about the clinic to the patient for insertion in said informational holder;
- c) obtaining patient related information from the patient during the clinic visit;
- d) processing said patient information during said clinic visit;
- e) performing an analysis during said clinic visit, said analysis to determine what clinic products and/or services are best suited for said patient based on said analysis;
- f) presenting said analysis to said patient during said visit; and
- g) performing said services and providing said products to said patient.

2. The method of doing business of **Claim 1**, wherein said analysis is based on data and information input on the internet.

3. The method of **Claim 1**, wherein step d) of said method is performed prior to step f) so that said analysis will be useful in providing further services and/or products to said patient.

4. The method of **Claim 1**, wherein said information includes an information holder constructed and arranged to receive at least one business identification item and a plurality of tangible inserts.

5. The method of **Claim 4**, wherein said at least one of business identification item includes a clinic business card and wherein said plurality of inserts have informational literature regarding said patient visit and said analysis.

6. The method of **Claim 4**, wherein said at least one business identification item and said tangible inserts are arranged in said information holder to coincide with the order for providing the services that said patient receives at the clinic.

7. A method of doing business in a predetermined field, performed contemporaneously with a visit to or from a customer, and for providing services and products to said customer, said method comprising the steps of:

- a) providing information to the customer regarding said business, wherein said business provides services and/or products, said information being provided in an order that coincides with the sequence that said services are provided during said visit;
- b) obtaining data and information from said customer prior to the time that the data will be useful in providing further services and/or products to said customer during said visit;
- c) entering said data into a database;

- d) using said data entered into said database to perform an analysis regarding what products and/or services would best meet said customer's needs and to provide business recommendations; and
- e) presenting the analysis and the business' recommendations based on said analysis to said customer.

8. The method of **Claim 7** wherein said analysis is based on data and information input on the internet.

9. The method of **Claim 7**, wherein said information is provided by means of a tangible informational holder containing at least one business identification item and a plurality of inserts for placement in said informational holder.

10. The method of **Claim 7**, wherein at least one business identification item and said plurality of inserts include at least one business card and various inserts containing informational literature regarding said visit and said analysis.

11. The method of **Claim 7**, wherein said predetermined business is an optometric business.

12. The method of **Claim 11**, wherein said informational literature includes a lifestyle packaging insert and an eye health and vision report insert.

13. An information holder for use in the optometric field comprising:
- a) a folder having an interior and an exterior;
 - b) a first interior side and a second interior side, said first and second interior sides being located in said interior of said folder;
 - c) a first flap and a second flap, said first and second flaps extending along and from the bottom edge of said first and second interior sides, respectively, and said first and second flaps being for the containment of a plurality of inserts;
 - d) a plurality of angled slits contained in said first and second flaps, said slits being constructed and arranged for attachment of informational cards; and
 - e) a plurality of inserts, said inserts having varying heights and containing informational literature.

14. The information holder of **Claim 13**, wherein said folder and said inserts describe the optometric field and an optometric clinic.

15. The information holder of **Claim 14**, wherein said exterior of said folder contains the name of a specified clinic and wherein said inserts describe the nature of the services provided and the products distributed at said clinic distributing said holder.

16. The information holder of **Claim 13**, wherein said folder is a unitary structure and is constructed of a material selected from the group of materials comprising construction paper, plastic and lightweight cardboard.

17. The information holder of **Claim 13**, wherein said plurality of inserts have varying incremental heights and are arranged in said folder according to said incremental height.

18. The information holder of **Claim 13**, wherein said folder is approximately 12 inches in height and approximately 9 inches in width when folded in half so that said first and second interior sides are facing each other and wherein said first and second flaps extend upwardly approximately 4.25 inches from the bottom of said first and second interior sides, respectively.

19. The information holder of **Claim 13**, wherein said first and second flaps each have an outside edge and wherein said first and second interior sides each have an outside edge and wherein said outside edge of each said flap is united with said outside edge of each said interior side.

20. The information holder of **Claim 13**, wherein said inserts include a lifestyle packaging insert and an eye health and vision report insert.

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